

MARKETING MANAGEMENT

Subject Code	: 14MBA15	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objectives:

1. To provide students an insight to basic concepts of marketing management.
2. To help students understand various marketing tools/models for solving marketing problems in the changing business environment.
3. To understand fundamental premise underlying market driven strategies.

Module 1: (8 hours)

Introduction to Marketing: Introduction, Definitions of market and marketing, The Exchange Process, Elements of Marketing Concept, Functions of Marketing, Old Concept or Product-oriented Concept, New or Modern or Customer-oriented Concept, Marketing Environment, Techniques used in environment analysis, Characteristics (Micro and Macro), Marketing to the 21st century customer

Module 2: (8 hours)

Consumer Behaviour Analysis: Meaning and Characteristics, Importance, Factors Influencing Consumer Behaviour, Consumer Purchase Decision Process, Buying Roles, Buying Motives, Buyer Behaviour Models

Module 3: (8 hours)

Market Segmentation, Targeting & Positioning: Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies.

Targeting - Bases for identifying target Customer target Marketing strategies,

Positioning - Meaning, Product Differentiation Strategies, Tasks involved in Positioning.

Branding - Concept of Branding, Types, Brand Equity, Branding strategies.

Module 4: (8 hours)

Managing the Product: Concept, product hierarchy, product line, product mix, product mix strategies, Product life cycle and its strategies, New Product Development, packaging as a marketing tool, Role of labelling in packaging.

Module-5 (8 hours)

Pricing decisions: Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure.

Marketing Channels: Meaning, Purpose, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System, Network Marketing,

Module 6:**(10 hours)**

Integrated Marketing communication: Meaning and Importance of Marketing Communication, Communication Objectives, Steps in Developing Effective Communication
Advertising - Objectives, Ad Budget, AIDA Model, Advertising Copy Deciding Media, Evaluating Advertising Effectiveness,
Sales Promotion - Kinds of Promotion, Tools and Techniques of Sales Promotion, Push and Pull Strategies
Personnel Selling - Concept, Features, Functions, and Steps involved in personal Selling.
Publicity - Meaning, Objectives, Types, Functions of Public relations,
Direct Marketing - Meaning, Features, Functions, Basic Concepts of E-Commerce, E-Business

Module 7:**(6 hours)**

Marketing Planning: Meaning, Concepts, Steps involved in Marketing planning,
Marketing Audit- Meaning, Feature, Various components of Marketing Audit
Marketing Strategy-Analysis of Industry and Competition, Strategic Planning Process,

Case Studies of Indian Context**Practical Components**

1. Analyze Product Life Cycle of few Products like-Electronic goods, Computers.
2. Analyze Packaging strategies used by FMCG companies
3. Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies

RECOMMENDED BOOKS

1. Marketing Management: A South Asian Perspective – Kotler, Keller, Koshy & Jha, 13/e, Pearson Education, 2012
2. Marketing Management, Ramaswamy V. S. & Namakumari S. 4/e, TMH, 2014
3. Fundamentals of Marketing Management, Etzel M.J BJ Walker & William J. Stanton, 14/e, MH, 2012
4. Marketing Management Concepts & Cases –S.A.Sherlekar
5. Marketing Management, Tapan Panda, 2/e, Excel Publication

REFERENCE BOOKS

1. Marketing Management, Arun Kumar & Meenakshi N, 2/e, Vikas, 2012
2. Applied Case Studies in Marketing – Shajahan S, Primus BOOKS, 2011.
3. Marketing Management – Karunakaran, HPH.
4. Marketing in India: Text and Cases- Neelamegham S, 4/e, Vikas.
5. Marketing- Lamb, Hair, Mc Danniel, 7/e, Cengage Learning 2012.
6. Marketing: Marketing in the 21st Century - Evans & Berman, 2/e, Cengage Learning, 2005.
7. Marketing: Planning, Implementation, and Control -William M. Pride, Ferrell O. C, Cengage Learning, 2010.